

## HOME MARKETING TIPS

BEFORE YOU LIST YOUR HOME FOR SALE, BE SURE IT SHOWS TO YOUR BEST ADVANTAGE THE FOLLOWING CHECKLIST SHOULD HELP YOU TO ENSURE YOUR HOME MAKES A GOOD IMPRESSION ON BUYERS

- \_\_\_ 1. The EXTERIOR of your property is the first thing a prospective buyers sees. Be sure the lawns are well trimmed, the garden is neat and the house projects a well-cared-for appearance. Put away toys and bicycles and keep the garage door closed.
- \_\_\_ 2. WINDOWS should be cleaned and trimmed with your best curtains and drapes. Sparkling windows framed by colorful hangings makes a house cheerful.
- \_\_\_ 3. REDECORATE any part of your house that needs it.
- \_\_\_ 4. The ENTRANCE into me house, whether an entry hall or a living room, is the initial introduction to your home and should be freshly painted and uncluttered.
- \_\_\_ 5. A BASEMENT that is clean, dry and orderly allows the buyer to visualize how much space there actually is.
- \_\_\_ 6. STAIRWAYS should be clear. Objects on any stairs are dangerous and present a crowded appearance.
- \_\_\_ 7. BEDROOMS that are neat help sales. Use your best bedspreads and arrange dressers and table tops neatly.
- \_\_\_ 8. CLOSETS look larger when they are well organized. If closets are overcrowded, the buyer may feel that they are too small. Clean them out and store the out-of-season clothes in the attic or storage room.
- \_\_\_ 9. LIGHT is important. Bright rooms are cheerful rooms to a perspective buyer. Lighten up a dark room with right lamps and light-colored curtains.
- \_\_\_ 10. BATHROOMS should sparkle (including the tile around the tub).
- \_\_\_ 11. Have as few PEOPLE in the house as possible when it is being shown. This puts buyers at ease and gives them a chance to take in the advantages of the home without distractions.
- \_\_\_ 12. PETS should be kept out of the way, preferably out of the house. Most people like animals but some are afraid of them.
- \_\_\_ 13. The SALES AGENT should do all the talking to keep the buyers attention and highlight the advantages of your property. Be polite but don't strike up conversation with the buyer.
- \_\_\_ 14. NEVER APOLOGIZE for the appearance or condition of your home - it will only call attention to something that the buyer never would have noticed.
- \_\_\_ 15. Any OBJECTIONS or remarks made about your property can be more easily overcome by the sales agent. Do not get involved.
- \_\_\_ 16. SELL the house first before trying to sell any appliances, furniture or drapes. This detracts from the interest created in the house. If an item is desired by a customer, the sales agent will ask you about it.
- \_\_\_ 17. For NIGHT appointments, turn on the porch lights and have whole house well lit throughout when the buyers arrive.
- \_\_\_ 18. The KITCHEN should be especially clean and well maintained. In many households, this is the focal point for the family.
- \_\_\_ 19. Unpleasant ODORS should be prevented in the kitchen, bathroom, closets and basements.
- \_\_\_ 20. FIX dripping faucets and running toilets.